

## Message Text

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73

ACTION NEA-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-07 H-03 INR-10 L-03

NSAE-00 NSC-10 PA-04 RSC-01 PRS-01 SPC-03 SS-20

USIA-15 SAM-01 OMB-01 DRC-01 /093 W

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R 201329Z FEB 74

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC 1583

INFO AMCONSUL JERUSALEM

C O N F I D E N T I A L TEL AVIV 0995

E.O. 11652: GDS

TAGS: PINT, IS

SUBJ: LATEST PORI POLL SHOWS CONTINUING DECLINE IN MRS MEIR'S  
POPULARLITY

1. COMPARISON OF FOUR PORI POLLS BETWEEN JULY 1973 AND END  
OF JANUARY 1974 REVEALS PRECIPITOUS AND CONTINUING DECLINE OF  
PUBLIC SUPPORT FOR MRS MEIR IN WAKE OF OCTOBER WAR. IN  
JULY 1973, 67.2 PERCENT OF RESPONDENTS SAID THAT THEY WERE  
SATISFIED WITH MRS MEIR'S DECISION TO RUN AGAIN FOR PRIME MIN-  
ISTER. IN FIRST POSTWAR PORI POLL, CONDUCTED NOVEMBER  
12-15, 1973, 45.1 PERCENT OF RESPONDENTS SAID THAT THEY  
FAVORED MRS MEIR SERVING AN ADDITIONAL FULL FOUR YEAR TERM OF  
OFFICE. IN NEXT PAIR OF POLLS, QUESTION WAS POSED  
DIFFERENTLY. IN DECEMBER 11-16, 1973 POLL BEFORE ELECTION,  
32.9 PERCENT PICKED MRS MEIR AS THEIR CHOICE FOR PRIME MINISTER  
WHILE IN LATEST POLL, JANUARY 27-31, 1974, ON 21.5 PERCENT  
SELECTED HER AS THEIR FIRST CHOICE.

2. IN DECEMBER 1973 AND JANUARY 1974 POLLS, WHICH ASKED, "IN  
YOUR OPINION WHO SHOULD BE PRIME MINISTER?" AND ALLOWED  
RESPONDENTS TO PROVIDE ANY NAME THEY WANTED, FIRST FIVE NAMES  
AND PERCENTAGE OF SUPPORT WERE AS FOLLOWS: (A) DECEMBER 1973:  
GOLDA MEIR 32.9 PERCENT, NENAHEN BEGIN 9.3 PERCENT, YIGAL  
ALLON 6.7 PERCENT, YITZHAK RABIN 5 PERCENT, MOSHE DAYAN  
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4.2 PERCENT, ALL OTHERS 6.8 PERCENT, DON'T KNOW 35.1 PERCENT;

(B) JANUARY 1974: GOLDA MEIR 21.5 PERCENT, YIGAL ALLON 15.5 PERCENT, MENAHEM BEGIN 15.2 PERCENT, MOSHE DAYAN 9 PERCENT, YITZHAK RABIN 6.8 PERCENT, ALL OTHERS 10 PERCENT AND DON'T KNOW 22 PERCENT.

3. WHILE QUESTIONS ASKED IN THESE POLLS HAD ABOVE VARIATION, BASIC TREND OF DECLINING SUPPORT FOR MRS MEIR IS CLEAR. THIS STATISTICAL TREND CORRESPONDS WITH MOUNTING WAVE OF CRITICISM, BOTH FROM WITHIN LABOR PARTY AND IN PRESS, DIRECTED AGAINST MRS MEIR HERSELF AND ALSO AGAINST COLLECTIVE LABOR PARTY LEADERSHIP IN RECENT MONTHS. PUBLIC AWARENESS THAT SO FAR THERE HAVE BEEN NO LEADERSHIP CHANGES AND THAT NEXT GOVERNMENT IF LED BY MRS MEIR WILL PROBABLY ALSO INVOLVE VERY FEW PERSONNEL CHANGES IN KEY POSITIONS HAS FUELED SENSE OF FRUSTRATION AND ANGER. THIS ATMOSPHERE MAY CONTINUE TO PREVAIL AT LEAST UNTIL RESULTS OF AGRANAT INVESTIGATING COMMISSION ARE MADE PUBLIC, AND CONCEIVABLY THEREAFTER.  
KEATING

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PUBLIC OPINION POLLS, PUBLIC ATTITUDES, POLITICAL LEADERS, POLITICAL SITUATION, NATIONAL ELECTIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 FEB 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** golinofr  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974TELAV00995  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** GS  
**Errors:** N/A  
**Film Number:** n/a  
**From:** TEL AVIV  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740219/aaaaasq.tel  
**Line Count:** 80  
**Locator:** TEXT ON-LINE  
**Office:** ACTION NEA  
**Original Classification:** CONFIDENTIAL  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** CONFIDENTIAL  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** golinofr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 20 AUG 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <20 AUG 2002 by boyleja>; APPROVED <12 DEC 2002 by golinofr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** LATEST PORI POLL SHOWS CONTINUING DECLINE IN MRS MEIR'S POPULARLITY  
**TAGS:** PINT, IS  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005